

A photograph of a young girl with blonde hair sitting on a large, high-backed wicker chair in a grassy field. To her left is a large, oval-shaped wicker daybed with a blue cushion. In front of the daybed is a small, round wicker table with a vase of blue flowers. The background features a large, leafy tree and a warm, golden light, suggesting a sunset or sunrise. The overall scene is peaceful and idyllic.

# Sears

WHERE AMERICA SHOPS

# Spring Summer 1979

*Hand-woven Buri Furniture sold on page 1253; Girls' Pleated Dress sold on page 421*

Orders for items listed in this Book and re-listed at a different price in our 1979 Fall/Winter General will be filled at that new price effective JULY 16, 1979. However, you can continue to order from this Book through SEPTEMBER 22, 1979 . . details on page 615

**INDEX BEGINS  
ON PAGE 595**  
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# the Designer group

pages 2 thru 5







The Designer Group on pages 2 thru 5... four pages with ten great casual fashions and coordinated accessories

### (1 and 2) The Plaid Blouse and The Plaid Skirt

FABRIC: Woven polyester and cotton in a multicolor plaid pattern.

CARE: Machine wash, warm; tumble-dry or line-dry.

(1) **The Plaid Blouse.** V-neckline with button-front closing. Long sleeves with button cuffs... look great pushed up. Two patch pockets. Shirttail bottom.

SIZES AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16. Please state size.  
N7 A 61146F—Shipping weight 8 ounces.....\$16.00

(2) **The Plaid Skirt.** Dirndl-style with soft fullness below waistband. Back zipper closing. Two gathered pockets with band trim. About 31 inches long below waistband. Belt shown is not included.

SIZES AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16. Please state size.  
N7 A 61147F—Shipping weight 11 ounces.....\$18.00

### (3) The Blazer-jacket

FABRIC: Woven of 100% cotton.

DETAILING: Double-breasted style with dyed-to-match buttons. Notched collar. Long sleeves. Two patch pockets; breast pocket. Handkerchief is not included.

CARE: Professionally dry clean.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16.  
N7 A 61132F—Deep cinnamon  
N7 A 61131F—Cream  
Please state size. Shipping wt. 1 lb. ....\$40.00

### (4) The Shirt

FABRIC: Woven of cotton and polyester.

DETAILING: Small pointed collar; tab and button closing. Front button-placket closing. Long sleeves with narrow button-cuffs. Breast pocket. Shirttail bottom. No tie.

CARE: Machine wash, warm; tumble-dry or line-dry.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16.  
N7 A 61143F—Light gold  
N7 A 61144F—Deep cinnamon  
N7 A 61145F—Bright turquoise green  
N7 A 61142F—Cream  
Please state size. Shipping wt. 8 oz. ....\$16.00

### (5) The Trousers

FABRIC: Woven of 100% cotton.

DETAILING: Set-on waistband with front tab and button closing; zipper fly front closing. Front pleat on each side; two side slash pockets. Straight legs measure about 18 inches wide at the hemline. Belt not included.

CARE: Machine wash, warm; tumble-dry or line-dry.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16.  
N7 A 61134F—Deep cinnamon  
N7 A 61133F—Cream  
Please state size. Shipping weight 14 oz. ....\$22.00

ORDER YOUR CORRECT SIZE  
... see the Fitting Room on page 29

### (A) Handkerchiefs... Package of 3

One ea. cream, deep cinnamon, turquoise. Cotton lawn; abt. 10½x10½ in. Mach. wash, warm; tumble-dry, low.  
88 A 8300—Shipping weight 1 ounce.....Pkg. \$3.00

### (B thru F) Bird Motif Jewelry

Bird-in-flight motif is yellow gold-color base metal.

(B) **Bola Tie.** 30-in. deep cinnamon braided cord; bird slide 1½-in. wide. Base metal tips on cord match bird.  
ORDERING INFORMATION:

4 A 36764—Shipping weight 1 ounce.....\$8.00

(C) **Tac Pins.** 2 pins, each with bird ¾-in. wide. Safety clutch.  
ORDER INFO: Wt. 1 oz.  
4 A 36767.....\$5.00

(D) **Pin.** Bird 1½-in. wide. Pin; safety clasp.  
ORDER INFO: Wt. 1 oz.  
4 A 36766.....\$5.00

(E) **Earrings** for pierced ears. Bird ¾-in. wide. 12K gold-filled posts.  
ORDER INFO: Wt. 1 oz.  
4 A 36765.....\$5.00

(F) **Necklace.** 3 birds, ea. ¾-in. wide; 18-in. long S-chain of yellow gold-color base metal. Spring ring closure. Wt. 1 oz.  
4 A 36763.....\$6.00

### (G) The Fisherman Sandal

UPPERS: Natural-colored canvas with tan leather trim. Adjustable strap for good fit. Imported.

SOLES, HEELS: Composition. 1¼-in. stacked-look heel.

SIZES, ORDER INFO: Medium sizes: 5B, 6B, 7B, 8B, 9B and 10B. State full size, half-sizes, order ½-size larger.  
N54 A 25388F—Shpg. wt. 1 lb. 11 oz. ....\$24.00

A

B

C

D

E

F

G





the  
Designer  
group  
pages 2 thru 5





The Designer Group, complete with accessories, on pages 2 thru 5... versatile, completely current looks

### (1 thru 5) Colorful, Comfortable Separates

#### (1) The Striped Shirt

**FABRIC:** Woven polyester and cotton in a deep cinnamon and cream stripe pattern.  
**DETAILING:** Bib-effect with button-front closing. Stand-up collar. Long sleeves with button cuffs.  
**CARE:** Machine wash, warm; tumble or line dry.  
**SIZES AND ORDERING INFO:**  
 Misses' sizes 6, 8, 10, 12, 14, 16.  
 N7 A 61153F—State size. Wt. 8 oz. ....\$17.00

#### (2) The Button-front Vest

**FABRIC:** Woven of 100% cotton.  
**DETAILING:** Shawl collar; 4-button front closing; 2 front slash pockets; adjustable back buckle.  
**CARE:** Machine wash, warm; tumble or line dry.  
**SIZES, COLORS AND ORDERING INFO:**  
 Misses' sizes 6, 8, 10, 12, 14.  
 N7 A 61141F—Deep cinnamon  
 N7 A 61139F—Cream  
 State size. Shipping wt. 6 oz. ....\$22.00

#### (3) The Tapered-leg Trousers

**FABRIC:** Woven of 100% cotton.  
**DETAILING:** Set-on waistband with shirring front and back. Zipper fly-front with pull-through front tab-closure at either side. Two side slash pockets. Tapered legs... about 16 inches wide at the hemline.  
**CARE:** Machine wash, warm; tumble or line-dry.  
**SIZES, COLORS AND ORDERING INFO:**  
 Misses' sizes 6, 8, 10, 12, 14. State size.  
 N7 A 61135F—Cream  
 N7 A 61136F—Deep cinnamon  
 Shipping weight 14 ounces ....\$24.00

#### (4) The T-shirt

**FABRIC:** Woven of cotton and polyester.  
**DETAILING:** Pullover-style; 4-button placket front opening. Short sleeves; shirttail bottom.  
**CARE:** Machine wash, warm; tumble or line dry.  
**SIZES, COLORS AND ORDERING INFO:**  
 Misses' sizes XS(6); S(8-10); M(12-14); L(16).  
 N7 A 61152F—Bright turquoise green  
 N7 A 61148F—Deep cinnamon  
 N7 A 61151F—Cream  
 N7 A 61149F—Light gold  
 State XS, S, M or L. Shpg. wt. 8 oz. ....\$14.00

#### (5) The Skirt

**FABRIC:** Woven of 100% cotton.  
**DETAILING:** Yoke front and back; unpressed pleats. Belt loops; self tie-belt. Back zipper closing. Two side slash pockets. About 31 in. long below yoke.  
**CARE:** Machine wash, warm; tumble or line dry.  
**SIZES, COLORS AND ORDERING INFO:**  
 Misses' sizes 6, 8, 10, 12, 14, 16.  
 N7 A 61138F—Deep cinnamon  
 N7 A 61137F—Cream  
 State size. Shipping weight 10 oz. ....\$24.00

#### (A) Envelope Clutch

Top grain leather bag; gusseted sides. Flap of woven leather strips. Snap closure. Inside slip-in wall pocket; rayon taffeta lined. About 12x3x7 in. high. Import.  
**COLORS AND ORDERING INFORMATION:**  
 T88 A 1362—Natural tan  
 T88 A 1361—Burgundy red  
 Shipping weight 9 ounces ....\$10.00

#### (B) Belt with Mini Bag

Deep cinnamon top grain cowhide. Belt is about 1 1/4-in. wide. Gold-color metal prong-buckle; leather loop. Snap-tab attaches bag to belt... or wear either alone. Bag is about 4x4 1/2-inches high. Flap closure slips through braided band. Long braided leather strap knots at ends; tie about waist as a belt-bag, or wear on shoulder or across body. Straps slip inside bag.  
**SIZES, COLORS AND ORDERING INFORMATION:**  
 Waist sizes S(24-28); M(29-33) in. State S or M.  
 T88 A 8196F—Shipping wt. 7 oz. ....\$16.00

#### (C) The Shoe

**UPPERS:** Made of leather and cream-color fabric. Vamp has soft urethane lining and is accented with triple tear drop cut out. Flattering T-strap styling. Adjustable strap. Gold-color buckle has elastic gore for fit. 2 1/4-inch heel.  
**SOLES, HEELS:** Composition sole. Full-breasted heel is leather covered to match uppers. Durable heel lifts.  
**SIZES, COLORS, ORDERING INFO:**  
 Women's medium. State size: 5 1/2B, 6B, 6 1/2B, 7B, 7 1/2B, 8B, 8 1/2B, 9B, 10B.  
 N54 A 44311F—Chino tan and cream  
 N54 A 45311F—Burgundy and cream  
 Shipping weight 1 pound 7 ounces ....\$32.00

A

B

C

ORDER YOUR CORRECT SIZE  
 ... see the Fitting Room on page 29





1

2



# FASHION ESSENTIALS

## THE BLAZERS

Ours are in a choice of three very different styles...each with a special texture

### (1) Soft, Woven Blazer \$33

FABRIC: Medium peach, currant red and off-white colors woven of polyester and rayon; natural-color woven of polyester, rayon and flax. Both fabrics have a linen-look.

DETAILING: Notched collar; two-button front closing. Long sleeves; vented cuffs; two-button trim. Three front patch pockets. French seaming.

CARE: Machine wash, warm; tumble-dry or line-dry.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 8, 10, 12, 14, 16, 18. *State size.*

N7 A 3012F—Medium peach

N7 A 3011F—Currant red

N7 A 3013F—Natural

N7 A 3014F—Off-white

Shipping weight 1 pound 3 ounces .....\$33.00

### (2) Belted Cotton Blazer \$37

TALL MISSES' SIZES PRICED HIGHER

FABRIC: Crisply woven cotton.

DETAILING: Notched collar; narrow lapels. Two-button front closing. Long sleeves; vented cuffs; two-button trim. Three front patch pockets each with one-button closing. Self-belt with leather trim; belt loops. Topstitching. Pin not incl.

CARE: Professionally dry clean.

SIZES, COLORS AND ORDERING INFORMATION:

Average Misses' sizes 8, 10, 12, 14, 16, 18.

(Fit figures 5 feet 3 inches to 5 feet 6½ inches.)

N7 A 3002F—Banana

N7 A 3000F—Dusty rose

N7 A 3003F—Natural

N7 A 3001F—Slate gray

State size. Shipping weight 1 pound 6 ounces .....\$37.00

Tall Misses' sizes 12, 14, 16, 18, 20. *State size.*

(Fit figures 5 feet 7 inches to 5 ft. 11 in.)

N7 A 3006F—Banana

N7 A 3004F—Dusty rose

N7 A 3007F—Natural

N7 A 3005F—Slate gray

Shipping weight 1 pound 7 ounces .....\$39.00

### (3) Knit Blazer \$32

FABRIC: Loose-stitch sweaterknit of acrylic and linen in natural-color.

DETAILING: Notched collar; three-button front closing. Long sleeves. Two front patch pockets. Imported. Belt not included. Matching tank top sold below.

CARE: Hand wash, dry flat; or professionally dry clean.

SIZES AND ORDERING INFORMATION:

Sweater sizes 34, 36, 38, 40. *Please state size.*

N7 A 9690F—Shipping wt. 1 lb. 1 oz. ....\$32.00

### (4) The Tank Top \$15

FABRIC: Loose-stitch sweaterknit of acrylic and linen in a natural-color.

DETAILING: Pullover-style has a scoop neckline; sleeveless. Square-cut hemmed bottom. Imported. Belt not included.

CARE: Hand wash, dry flat; or professionally dry clean.

SIZES AND ORDERING INFORMATION:

Sweater sizes 34, 36, 38, 40. *Please state size.*

N7 A 9692F—Shipping weight 10 ounces .....\$15.00

### (5) Leather Belt

Smooth brown top grain cowhide; about ¾-inch wide. Gold-color metal prong-buckle. Leather loop.

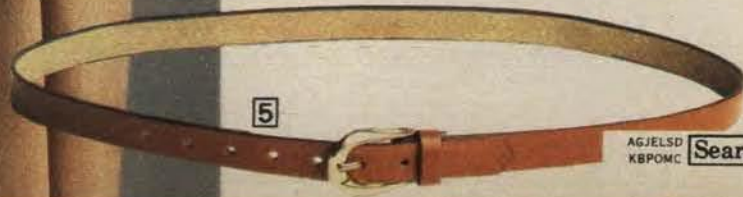
SIZES AND ORDERING INFORMATION:

Waist sizes S(23-27); M(28-32) inches. *State S or M.*

T88 A 8425F—Shipping weight 3 oz. ....\$6.00

### The Accessories

Visor cap, fedora hat, necklace and pin sold on page 23; ribbon tie on page 78; Skirt on page 13.







## FASHION ESSENTIALS

# THE MEN'S WEAR SHIRTS

Ours are cool and lightweight in polyester and cotton. Each has special interest at the collar

(1) Plaid Shirt  
with small button-down collar  
Only **\$12<sup>70</sup>**

FABRIC: Broadcloth of polyester and cotton.

DETAILING: Button-down collar; front button-placket closing. Short sleeves; turn-back cuffs with button trim. Two patch pockets. Shirttail bottom. Ribbon-tie not included.

CARE: Machine wash, warm; line or tumble-dry.

SIZES, COLORS AND ORDERING INFORMATION:  
Misses' sizes 8, 10, 12, 14, 16, 18.

N7 A 3317F—Dusty geranium pink, white and banana

N7 A 3315F—Brown, white, light dusty blue

State size. Shipping weight 7 oz. ....\$12.70

(2) White-on-white Shirt  
with small round collar  
Only **\$15<sup>00</sup>**

FABRIC: Broadcloth woven of polyester and cotton.

DETAILING: Small round collar; front button-placket closing. Long sleeves; adjustable button cuffs. Double-fabric back yoke. Shirrtails. Pin not included.

CARE: Machine wash, warm temperature; tumble-dry or line-dry.

SIZES AND ORDERING INFORMATION:  
Misses' sizes 8, 10, 12, 14, 16, 18.

N7 A 3366F—Please state size.

Shipping weight 8 ounces .....\$15.00





(3) Striped Shirt with club collar

Only **\$14**

FABRIC: Broadcloth woven of polyester and cotton.  
 DETAILING: Pointed collar. Pullover-style; button-placket front opening. Long sleeves; one-button cuffs. Double fabric back yoke. Square-cut bottom. Ribbon-tie not included.

CARE: Machine wash, warm; tumble-dry or line-dry.

SIZES, COLORS AND ORDERING INFORMATION:  
 Misses' sizes 8, 10, 12, 14, 16, 18. *Please state size.*

N7 A 3312F—Banana and white stripes

N7 A 3311F—Mauve with gray and white stripes

Shipping weight 7 ounces.....\$14.00

**The Accessories**

Ribbon tie sold on pages 78 and 137, pin on page 23.

## FASHION ESSENTIAL THE MEN'S WEAR VEST

Ours is in a textured fabric. The stitched-down lapels are a great fashion accent

Only **\$18**

(4) FABRIC: Pique-textured fabric woven of polyester and cotton . . . in off-white.

DETAILING: Stitched-down tuxedo-type collar; 5-button front closing. Two mock pockets.

CARE: Machine wash, warm; line or tumble-dry.

SIZES, ORDER INFO: Misses' sizes 6, 8, 10, 12, 14, 16. *State size.*

N7 A 4505F—Shipping weight 10 oz. ....\$18.00



# FASHION ESSENTIAL

## THE HERRINGBONE TROUSERS

Ours are gently tailored with four soft front pleats, vertical-slash front pockets, belt loops, narrow legs. The woven fabric is light in weight for fine drape and cool comfort

Only \$21 Petite Misses' and Average Misses' sizes

TALL MISSES' SIZES PRICED HIGHER

**FABRIC:** A cool, woven blend of polyester, rayon and silk with a herringbone pattern and slubbed texture.

**DETAILING:** Set-on waistband with five belt loops; zipper fly front with button-and-tab closing. Front has two soft pleats on each side and vertical-slash pockets; back has two darts. Narrow legs taper to about 17 in. wide at hemline. Belt not included.

**CARE:** Machine wash at warm temperature, delicate cycle; tumble-dry, low.

**SIZES, COLORS AND ORDERING INFORMATION:**

**Petite Misses' sizes 6, 8, 10, 12, 14.**

(Fit figures 5 feet 2½ inches and under.)

N7 A 62238F—Turquoise green

N7 A 62239F—Gray

N7 A 62237F—Burgundy red

N7 A 62242F—Natural color

N7 A 62241F—Banana

State size. Shipping weight 13 ounces ..... \$21.00

**Average Misses' sizes 8, 10, 12, 14, 16.**

(Fit figures 5 feet 3 inches to 5 feet 6½ inches.)

N7 A 62245F—Turquoise green

N7 A 62246F—Gray

N7 A 62244F—Burgundy red

N7 A 62248F—Natural color

N7 A 62247F—Banana

State size. Shipping weight 14 ounces ..... \$21.00

**Tall Misses' sizes 8, 10, 12, 14, 16, 18, 20.**

(Fit figures 5 feet 7 inches to 5 feet 11 inches.)

N7 A 62252F—Turquoise green

N7 A 62253F—Gray

N7 A 62251F—Burgundy red

N7 A 62255F—Natural color

N7 A 62254F—Banana

State size. Shipping weight 15 ounces ..... \$22.00



The Fisherman Shoe

**UPPERS:** Soft leather upper in fisherman style. Adjustable ankle strap. Natural color. Imported.

**SOLES AND HEELS:** Extended welt composition sole. 1½-inch stacked-look heel.

**SIZES AND ORDERING INFORMATION:**

State size listed when ordering.

Medium sizes: 5½B, 6B, 6½B, 7B, 7½B, 8B, 8½B, 9B and 10B.

N54 A 29188F—Shpg. wt. 1 lb. 11 oz. .... \$22.00



# FASHION ESSENTIAL

## THE LIGHTWEIGHT CORD PANTS

Ours are trim-fitting with narrow legs, side pockets and back flap-pockets

Only **\$21** Petite Misses' and Average Misses' sizes

TALL MISSES' SIZES PRICED HIGHER

**FABRIC:** A cool, woven blend of polyester and cotton with a mid-wale cord texture.

**DETAILING:** Set-on waistband with belt loops; zipper fly front with button-and-tab closing. Four darts . . . two in front and two in back for fine fit. Two side-front slash pockets; two back flap-pockets. Narrow legs taper to about 16 in. wide at hemline. Topstitching. Belt not included.

**CARE:** Machine wash, warm; tumble-dry.

**SIZES, COLORS AND ORDERING INFO:**

**Petite Misses' sizes 6, 8, 10, 12, 14.**

(Fit figures 5 feet 2½ inches and under.)

N7 A 62256F—Banana

N7 A 62258F—Light taupe

N7 A 62257F—Mauve pink

N7 A 62259F—Pale blue

*State size. Shipping weight 14 oz. . . . . \$21.00*

**Average Misses' sizes 8, 10, 12, 14, 16.**

(Fit figures 5 ft. 3 in. to 5 ft. 6½ in.)

N7 A 62261F—Banana

N7 A 62263F—Light taupe

N7 A 62262F—Mauve pink

N7 A 62264F—Pale blue

*State size. Shipping weight 15 oz. . . . . \$21.00*

**Tall Misses' sizes 8, 10, 12, 14, 16, 18, 20.**

(Fit figures 5 ft. 7 in. to 5 ft. 11 in.)

N7 A 62265F—Banana

N7 A 62267F—Light taupe

N7 A 62266F—Mauve pink

N7 A 62268F—Pale blue

*State size. Shipping weight 1 pound . . . . \$22.00*

**ORDER YOUR CORRECT SIZE**

... see the Fitting Room on page 29

### The Accessory

Woven belt sold on page 23.



### The Belt

Cream-color cotton canvas; ½-inch wide. Natural-color leather strip topstitched to center of belt. Leather-covered oval slip-through buckle and tip.

**SIZES AND ORDERING INFORMATION:**

**Waist sizes S(24-27); M(28-31) inches.**

*Please state correct size letter S or M.*

T88 A 8105F—Shp. wt. 4 oz. . . . . \$7.00







## FASHION ESSENTIALS THE SOFT SKIRTS

Ours are pleated or gathered to accent the soft shape. Four sensational looks...each focusing on an interesting texture or pattern

### (1) Nubby-texture Skirt

Only **\$28**

FABRIC: Soft, loosely-woven blend of rayon and acetate... in natural-color flecked with white.

DETAILING: Softly-gathered all around. Set-on waistband; back zipper and button closing. Two side-seam pockets. Measures about 30 inches long below waistband.

CARE: Dry clean only.

SIZES AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16.

Shipping weight 1 pound 10 ounces.

N7 A 4260F—Please state size .....\$28.00

ORDER YOUR CORRECT SIZE

... see the Fitting Room on page 29

### (2) Print Skirt

Only **\$19**

FABRIC: Broadcloth woven of polyester and rayon with a glazed finish... multicolor floral print on pale apricot ground.

DETAILING: All-around unpressed pleats fall into a swirl of fullness. Set-on waistband; back zipper closing. Two side-front pockets. Measures about 30 inches long below waistband.

CARE: Machine wash, warm temperature; tumble-dry or line-dry.

SIZES AND ORDERING INFORMATION:

Misses' sizes 8, 10, 12, 14, 16, 18.

Shipping weight 15 ounces.

N7 A 4262F—Please state size .....\$19.00





**(3) Basket-weave Skirt Only \$21**

FABRIC: Basket-weave fabric of polyester and cotton . . . a soft, loose weave.

DETAILING: Softly-gathered all around. Set-on waistband has 5 belt loops. Zipper fly-front and button-tab closing. About 30 inches long below waistband. Belt not included.

CARE: Machine wash, warm temperature; tumble-dry.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16. *State size.*

N7 A 4267F—Light chamois

N7 A 4266F—Pale peach

N7 A 4265F—Deep camel tan

N7 A 4264F—Pale blue

Shipping weight 1 pound 3 ounces . . . . . \$21.00

**(4) Shantung Skirt Only \$20**

FABRIC: Shantung woven of polyester, cotton and silk . . . softly-slubbed texture.

DETAILING: Softly-gathered all around. Set-on waistband forms self-belt with side-buckle. Zipper fly-front closing. 2 side-front pockets. About 30 in. long below waistband.

CARE: Machine wash, warm; tumble-dry or line-dry.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 8, 10, 12, 14, 16, 18. *State size.*

N7 A 4269F—Deep currant red

N7 A 4271F—Beige

N7 A 4270F—Tobacco brown

N7 A 4268F—Dusty gray

Shipping weight 13 ounces . . . . . \$20.00

**The Accessories**

Belt sold on page 11; bangle bracelet sold on page 23; shoes sold on page 25; hosiery sold on page 19.





## FASHION ESSENTIALS THE SOFT-FABRIC BLOUSES

Ours are pretty all-the-way  
...softened with shirring front and back

### 14K Gold Pendant-Necklace with Semi-Precious Stone and Diamond

An amethyst, garnet or topaz stone framed in 14K gold and highlighted at top with 1 pt. diamond makes a sparkling pendant ... measures 1/4-in. high x 3/16-in. wide, 15-in. long "S" chain has spring ring closure.

COLORS, ORDERING INFO:  
(A) 4 A 53048—Garnet  
(B) 4 A 53049—Topaz  
(C) 4 A 53047—Amethyst  
Shpg. wt. 1 oz. ....\$65.00

A

B

C

### (1) The Shawl-collar Blouse Only **\$15<sup>70</sup>** Misses' sizes

WOMEN'S SIZES PRICED HIGHER

FABRIC: Woven polyester with a luxurious silk-like texture.

DETAILING: Loose-fitting button-front style with shawl collar. Soft shirring at front and back yoke; dropped shoulderline; short sleeves; square bottom. Real shell buttons. Imported.

CARE: Machine washable at warm temperature; tumble-dry or line-dry.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16, 18.

N7 A 2600F—Medium blue

N7 A 2624F—White

N7 A 2609F—Tan

N7 A 2623F—Light chamois

N7 A 2602F—Light green

N7 A 2601F—Coral

State size. Shpg. wt. 6 oz. ....\$15.70

Women's sizes 36, 38, 40, 42, 44.

N7 A 2626F—Medium blue

N7 A 2893F—White

N7 A 2659F—Tan

N7 A 2679F—Light chamois

N7 A 2656F—Light green

N7 A 2627F—Coral

State size. Shpg. wt. 7 oz. ....\$16.70

### (2) The Soft-sleeve Blouse Only **\$15<sup>70</sup>** Misses' sizes

FABRIC: Polyester and cotton crisply woven to look like dotted-swiss.

DETAILING: Small rounded collar; button-placket front closing; soft shirring at front and back yoke. Elbow-length sleeves are shirred at adjustable-button cuffs; dropped shoulders. Shirttail bottom. Ribbon-tie not included.

CARE: Machine wash, warm temperature; tumble-dry or line-dry.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16, 18. Please state size.

N7 A 64022F—Natural color

N7 A 64017F—Pale gray

N7 A 64018F—Peach

N7 A 64019F—White

Shipping weight 7 ounces .....\$15.70



# FASHION ESSENTIALS

## THE DAMASK SEPARATES

Ours are a V-neck top and dirndl skirt in subtle colors that point up the delicate tracery of the woven pattern

V-neck  
Top  
**\$19**

Dirndl  
Skirt  
**\$22**

### (1 and 2) Damask Top and Dirndl Skirt

FABRIC: Damask woven of polyester and cotton.  
CARE: Machine wash, warm; line or tumble-dry.

#### (1) The Top

DETAILING: Styled with V-neckline; front button closing. Short sleeves. One patch pocket. Square-cut bottom to wear in or out.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16. *State size.*

N7 A 61154F—Apricot

N7 A 61156F—Stone gray

N7 A 61155F—Banana

Shipping weight 8 ounces .....\$19.00

#### (2) The Skirt

DETAILING: Dirndl skirt has elasticized waistline softly gathered all around; back zipper with button closing. Two side seam pockets. Skirt measures about 31 inches long below waistline.

SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16. *State size.*

N7 A 61157F—Apricot

N7 A 61159F—Stone gray

N7 A 61158F—Banana

Shipping weight 10 ounces .....\$22.00

ORDER YOUR CORRECT SIZE  
... see the Fitting Room page 29

### The Accessories

Ribbon-tie sold on page 78, drop earrings on page 44, necklace and bangle bracelets on page 23.





# FASHION ESSENTIAL

## VEST DRESSING ...HERE IT'S A THREE-PIECE OUTFIT

Ours is a great partnership of dyed-to-match fabrics. The softly shirred top and gathered dirndl skirt are poplin. The button-front vest is a textured open-weave

Only \$47 Misses' and  
Petite Misses' sizes

**FABRIC:** Woven of polyester and cotton... poplin top and skirt; textured open-weave vest.

### DETAILING:

**Top.** Pull-on style with front button opening. Small rounded collar; yoke and shirring in front and back. Short sleeves have mock-cuffs. Straight-cut bottom to wear in or out. The ribbon tie is not included.

**Dirndl Skirt.** 2-button closing on waistband; gathers all around. 2 side-seam pockets.

**Vest.** Sleeveless, button-front style with band-trim and straight-cut bottom.

**CARE:** Machine wash, warm temperature; line dry or tumble dry.

### SIZES, COLORS, ORDERING INFORMATION:

**Misses' sizes** 6, 8, 10, 12, 14, 16, 18.

(Fit 5 ft. 3 in. to 5 ft. 6½ in.) *State size.*

N31 A 7366F—Pale yellow

N31 A 7369F—Dusty terra cotta

N31 A 7367F—Celadon green

Shipping weight 1 pound 5 ounces .... \$47.00

**Petite Misses' sizes** 6P, 8P, 10P, 12P,

14P, 16P. (Fit 5 ft. 2½ in. and under.)

N31 A 7370F—Pale yellow

N31 A 7373F—Dusty terra cotta

N31 A 7371F—Celadon green

*State size.* Shipping weight 1 lb. 4 oz. . \$47.00

### ORDER YOUR CORRECT SIZE

... see the Fitting Room on page 75.

### The Accessories

Earrings sold on page 44; tie on page 78; choker, bangle bracelets and shoulder bag on page 23; leather belt on page 7; shoes on page 19.





# FASHION ESSENTIAL VEST DRESSING ...HERE IT'S A TWO-PIECE DRESS AND A SEPARATE VEST

Our dress is in woven fabric with a spaced floral pattern. The top has a small rounded collar; yoke and pleats in front and back. The same soft pleating is echoed in the hip-yoked, button-front skirt. Our vest is textured cotton ...a great look with this dress and so many other outfits

Dress Vest  
Only \$40 Misses' and Petite Misses' sizes Only \$14

## (1) The Two-piece Dress

FABRIC: Smooth-woven polyester and rayon. Multicolor floral-print on light cream ground.

### DETAILING:

Top. Pullover style with button-placket opening. Small rounded collar; yoke and unpressed pleats in front and back; short sleeves; shirttail bottom. The vest is not included; it's sold below.

Skirt. Button-front style with an all-around hip-yoke and unpressed pleats. Two side-seam pockets.

CARE: Machine wash, warm; line or tumble dry.

### SIZES AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16.

(Fit 5 feet 3 inches to 5 feet 6½ inches.) State size.

N31 A 7378F—Shipping weight 15 ounces...\$40.00

Petite Misses' sizes 6P, 8P, 10P, 12P, 14P.

(Fit 5 feet 2½ inches and under.) State size.

N31 A 7380F—Shipping weight 14 ounces...\$40.00

## (2) The Vest

FABRIC: Cotton knit in a cardigan stitch.

DETAILING: Sleeveless, button-front style with slightly extended shoulders; matching-color buttons. Rib-knit mock-pocket and back-waist.

CARE: Machine wash, warm at delicate cycle; tumble dry at low setting, or dry flat.

### SIZES, COLORS AND ORDERING INFORMATION:

Sweater sizes S(32-34); M(36-38); L(40-42). See the Fitting Room for sweaters on page 29.

N7 A 9744F—Medium moss green

N7 A 9743F—Light cream

N7 A 9745F—Medium caramel beige

State S, M or L. Shipping weight 12 oz. ....\$14.00





# fashion essentials

## THE SUIT-DRESSES

Ours have the classic virtues of a suit, the new shapeliness of a dress . . . clean-cut, unlined jackets over narrowed, slit skirts



### The Jewelry

(A thru D) All have a genuine tigereye set in gold-tone base metal.

#### ORDERING INFORMATION:

(A) Hoop Earrings for pierced ears. Measure 1½-in. diameter. Gold-filled posts.

4 G 35276—Shipping wt. 1 oz. . . . . \$7.50

(B) Clip-back Dome Earrings. ¾-in. diameter.

4 G 35277—Shipping wt. 1 oz. . . . . \$7.50

(C) Bar Pin. 2-inches long. Safety closure.

4 G 35279—Shipping wt. 1 oz. . . . . \$6.00

(D) Stick Pin. 3½-in. long. Push-pin closure.

4 G 35278—Shipping wt. 1 oz. . . . . \$4.00







### (1) The Two-piece Gabardine

Only **\$30** Misses' sizes

FABRIC AND CARE: Gabardine of polyester. Machine wash, warm temperature; line or tumble dry.

#### DETAILING:

Jacket. Side-wrap style with one button and three concealed snap closures. Small pointed collar; shoulder yoke and shirring in front and back; long sleeves with button-cuffs. A self tie-belt and an extra button are included. Pin and belt are not included.

Skirt. Straight-cut style with side button closing . . . open at bottom for walking ease.

#### SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 6, 8, 10, 12, 14, 16, 18.

(Fit 5 ft. 3 in. to 5 ft. 6½ in.) *State correct size.*

N31 G 7450F—Navy blue

N31 G 7451F—Medium currant red

Shipping weight 1 pound 8 ounces . . . . . \$30.00

### (2) The Two-piece Wool Jersey

Only **\$38** Misses' and Petite Misses' sizes

FABRIC AND CARE: Wool jersey. Dry clean.

#### DETAILING:

Jacket. Two-button front closure. Shawl collar; curved shoulder yoke in front and back; long sleeves. The pin and belt shown are not included.

Skirt. Straight-cut style with side zipper and button closing on waistband. Side slit for walking ease.

#### SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 8, 10, 12, 14, 16, 18.

(Fit 5 ft. 3 in. to 5 ft. 6½ in.) *State correct size.*

N31 G 7454F—Cinnamon

N31 G 7455F—Black

Shipping weight 1 pound . . . . . \$38.00

Petite Misses' sizes 4P, 6P, 8P, 10P, 12P, 14P.

(Fit 5 ft. 2½ in. and under.) *State correct size.*

N31 G 7456F—Cinnamon

N31 G 7457F—Black

Shipping weight 14 ounces . . . . . \$38.00

### (3) The Three-piece Knit

Only **\$38** Misses' sizes

HALF SIZES PRICED HIGHER

FABRIC AND CARE: Smooth knit . . . jacket and skirt of 95% polyester, 5% wool; blouse of 100% polyester. Machine wash, warm temperature; line or tumble dry.

#### DETAILING:

Jacket. Collarless, open style with long sleeves and two patch pockets. Band-trim matches color of blouse. The pin is not included.

Blouse. Pullover style with stand-up collar; hook-and-eye closure at back-neck; cap sleeves. Straight-cut bottom with side slits . . . wear in or out.

Skirt. Straight-cut, pull-on style with elasticized waistband. Back slit for walking ease.

#### SIZES, COLORS AND ORDERING INFORMATION:

Misses' sizes 8, 10, 12, 14, 16, 18.

(Fit 5 ft. 3 in. to 5 ft. 6½ in.) *State correct size.*

N31 G 7458F—Black with bright red blouse and trim

N31 G 7459F—Rust brown with light rust brown blouse and trim

Shipping weight 1 pound 8 ounces . . . . . \$38.00

Half sizes 16½, 18½, 20½, 22½, 24½, 26½.

(Fit 5 ft. 4 in. and under.) *State correct size.*

N31 G 7460F—Black with bright red blouse and trim

N31 G 7461F—Rust brown with light rust brown blouse and trim

Shipping weight 1 pound 10 ounces . . . . . \$40.00

#### ORDER YOUR CORRECT SIZE

see the Fitting Room on page 71

#### The Accessories

Pins, belts, bags and T-strap shoes sold on pages 24 and 25; ankle-strap shoes on page 17; pumps on page 22.





## THE CONTEMPORARY WOOL REEFER

Ours is clearly "right now" because of its broadened shoulders, slimmed down silhouette, double breasted styling and new shawl collar treatment

Only **\$100** Misses' sizes

TALL MISSES' SIZES PRICED HIGHER

**FABRIC:** Luxurious all wool fabric. Acetate satin lining.

**DETAILING:** Double breasted style has straight, slim-cut lines. There's the newness of the shawl collar, the warmth and handiness of deep patch pockets. Piping accents the collar and front closing.

**CARE:** Use professional dry cleaning.

**SIZES, COLORS AND ORDERING INFO:** Order size nearest bust measurement.

Misses' sizes 8, 10, 12, 14, 16.

(Fits 5 feet 3 inches to 5 feet 6½ inches.)

Coat measures about 46½ inches long.

N17 G 1400F—Deep camel with

dark brown piping

N17 G 1401F—Burgundy wine with

black piping

N17 G 1402F—Black with black piping

State size. Wt. 4 lbs. 3 oz. . . . . \$100.00

Tall Misses' sizes 12T, 14T, 16T,

18T, 20T. (Fits 5 ft. 7 in. to 5 ft. 11 in.)

Coat measures about 49½ inches long.

N17 G 1405F—Deep camel with

dark brown piping

N17 G 1406F—Burgundy wine with

black piping

N17 G 1407F—Black with black piping

State size. Wt. 4 lbs. 5 oz. . . . . \$110.00

**ORDER YOUR CORRECT SIZE**

see the Fitting Room on page 106.

### The Accessories

Feather trimmed cap sold on page 24;  
beret on page 122. leather gloves on  
page 25, suede shoes on page 22.



### Clutch Bag

Genuine leather handbag has removable shoulder strap. Front snap closure. Decorative gold-color metal ornament on front flap. Inside zippered wall pocket. Abt. 11½x2x8½ inches high. Imported.

**COLORS, ORDERING INFORMATION:**

T88 G 1949—Burgundy

T88 G 1951—Taupe

T88 G 1950—Black

Shipping weight 1 pound . . . . . \$36.00

fashion  
essentials





## THE REVERSIBLE QUILTED COAT

Ours is fresh on the coat scene with a hint of polish in the fabric, straight lines, braid trim and simple snap-front closing. Warmth to enjoy: a fiberfill lining, deep patch pockets

Only **\$63**

(1) **FABRIC:** Trinyl with a slight polish . . . made of polyester, cotton and nylon. Polyester fiberfill lining. Rayon and cotton braid trim.

**DETAILING:** Straight, slim-cut style has simple snap-front closing. Off-the-shoulder treatment; adjustable turn-back cuffs. Small shawl collar turns up against the cold. Deep patch pockets on one side, welt slash pockets on the reverse side. Braid trim accents.

**CARE:** Use professional dry cleaning.

**SIZES, COLORS AND ORDERING INFO:** Order size nearest to bust measurement.

**Misses' sizes 6, 8, 10, 12, 14, 16.**

(Fits 5 feet 3 inches to 5 feet 6½ inches.)

Coat measures about 47 inches long.

**N17 G 9780F—Khaki green reverses to black,** comes with khaki green trim

**N17 G 9781F—Black reverses to rose,** comes with black trim

**N17 G 9782F—Beige reverses to tomato red,** comes with beige trim

State size. Shpg. wt. 2 lbs. 8 oz. . . . . \$63.00

### (A) The Boot

**UPPERS:** Fashioned in softly sueded split-leather. Fur-look cuff is made of polyester pile. 12-inch high shaft has accent stitching. Fully lined with cushioned nylon tricot.

**SOLES, HEELS:** Molded polymer sole and 2-in. heel are deeply lugged for traction.

**SIZES, COLORS, ORDER INFO:**

**Women's medium sizes:** 6M, 6½M, 7M, 7½M, 8M, 8½M, 9M, 10M.

**N54 G 37027F—Black N54 G 37127F—Taupe**

State size. Shpg. wt. 2 lbs. 8 oz. . . . . \$39.99





1



2



4



5



## FASHION ESSENTIAL THE CLASSIC PUMP

### (1) The Spectator Slip-on

UPPERS: A new slant on this classic in our leather-look urethane upper shoe, stitched and perforated in traditional spectator style. Nylon tricot lined.

SOLES AND HEELS: Composition sole and 3-inch stacked-look heel.

SIZES, COLORS AND ORDERING INFORMATION: *State size as listed.*

Women's medium sizes: 5½B, 6B, 6½B, 7B, 7½B, 8B, 8½B, 9B, and 10B.

N54 G 44377F—Rust N54 G 45377F—Burgundy

N54 G 45477F—Taupe gray

Shipping weight 1 lb. 6 oz. .... \$24.00

### (2) Open-toe Slip-on with suede-look uppers

UPPERS: Sueded polyurethane and a thin accent of black vinyl along the upper edge makes this open-toe shoe a versatile dress-up or -down classic. The lining is of gold-colored vinyl.

SOLES AND HEELS: Composition sole and covered 3-inch heel.

SIZES, COLORS AND ORDERING INFORMATION: *Please state size as listed.*

Women's medium sizes: 5½B, 6B, 6½B, 7B, 7½B, 8B, 8½B, 9B, and 10B.

N54 G 43383F—Black N54 G 45383F—Burgundy

N54 G 44383F—Dark brown

Shipping weight 1 lb. 7 oz. .... \$30.00

### (3) Plain-toe Slip-on with Sueded split-leather upper

UPPERS: A simply wonderful tailored look in sueded-split leather. The vamp is lined with cushioned nylon tricot.

SOLES, HEELS: Composition sole. 3-inch stacked leather-covered heel.

SIZES, COLORS, ORDERING INFORMATION: *State size as listed.*

Women's medium sizes: 5½B, 6B, 6½B, 7B, 7½B, 8B, 8½B, 9B, 10B.

N54 G 45785F—Burgundy

N54 G 44785F—Taupe

N54 G 44985F—Chocolate brown

N54 G 43785F—Black

N54 G 44885F—Spice tan

N54 G 45885F—Gray

Shipping weight 1 lb. 4 oz. .... \$26.00

3

## FASHION ESSENTIAL THE SHORT BOOT

### (4) Sporty cuffed Boot

UPPERS: Sporty, comfortable walking boot has a fine quality leather upper. Leather-look lining has feel of soft kidskin. 2-yelet tie, thin leather lace.

SOLES AND HEELS: Genuine crepe sole and 1½-inch heel.

SIZES, COLORS, ORDERING INFORMATION: *State size as listed.*

Women's medium sizes: 5½M, 6M, 6½M, 7M, 7½M, 8M, 8½M, 9M, 10M.

N54 G 36861F—Burgundy N54 G 36461F—Dark brown

Shipping weight 2 pounds .... \$59.99

### (5) Sleek cuffed Boot

UPPERS: This sleek dress boot is upped in fine quality leather. The leather-look lining has the supple feel of soft kidskin.

SOLES AND HEELS: Composition sole is ribbed for skid resistance. The stacked-look heel is 3 inches high.

SIZES, COLORS, ORDERING INFORMATION: *Please state size as listed.*

Women's medium sizes: 5½M, 6M, 6½M, 7M, 7½M, 8M, 8½M, 9M, 10M.

N54 G 36168F—Winter white

N54 G 36868F—Burgundy

Shipping weight 1 lb. 6 oz. .... \$49.99

### (6) Fur-look cuffed Boot

UPPERS: Leather upper topped with a warm acrylic pile cuff. Wrap closing has adjustable leather tie around the ankle. Lined with cushioned nylon tricot.

SOLES AND HEELS: Composition sole is ribbed for skid resistance. The stacked-look heel is 3 inches high.

SIZES, COLORS, ORDERING INFORMATION: *Please state size as listed.*

Women's medium sizes: 5½M, 6M, 6½M, 7M, 7½M, 8M, 8½M, 9M, and 10M.

N54G36155F—Taupe N54G36455F—Brown N54G36855F—Burgundy

Shipping weight 2 pounds .... \$49.99

6



A

B

C

## ACCESSORY

E

D

(A) **Fedora Hat.** creased crown. Wool felt; ribbon trim. Fits head sizes 21 3/4 to 22 1/2 inches.

COLORS, ORDER INFO:

T88 G 9315-Deep burgundy

T88 G 9316-Deep taupe

Shipping weight 10 oz. ... \$10.00

(B) **Wool-felt Hat.** Feather trim. Fits heads 21 3/4 to 22 1/2 in.

COLORS, ORD. INFO: Wt. 10 oz.

State color no. 100-Rust brown

801-Slate gray 404-Deep taupe

T88 G 9320H ... \$10.00

(C) **Cuff-cap.** Seamed. Wool knit. Fits heads 21 3/4 to 22 1/2 in.

COLORS, ORDER INFO:

State color no. 801-Slate gray

405-Camel 700-Deep burgundy

T88 G 9325H-Wt. 2 oz. ... \$7.00

(D) **Set of 18 Bracelets.** Plastic bangles, each in a different color-tone. Imported. Gift-boxed.

ORDERING INFO:

4G35287-Wt. 4 oz. ... Set \$3.00

(E) **Knit Gloves.** Lamb's wool. Long rib-knit turn-back cuff. Fits sizes 6 1/2 to 8. Imported.

COLORS, ORDER INFO:

State color no. 407-Oatmeal

700-Deep burgundy 603-Navy

T88 G 5015H-Wt. 2 oz. ... \$6.44

(F) **Bow Pin.** Enameled gold-color metal bow; oval glass drop. 2 1/2 in. wide. Safety clasp.

COLORS, ORDER INFO:

State color no. 624-Blue

729-Purple 004-Topaz-color

4 G 35288H-Wt. 1 oz. ... \$5.00

(G) **Shoulder Bag.** Cotton canvas; vinyl trim. Snap-flap. Abt. 11x3 1/2x7 in. wide. Import.

COLORS, ORDER INFO:

T88 G 1172-Camel; brown trim

T88 G 1171-Rust; tan trim

Shipping weight 14 oz. ... \$22.00

(H) **Leather Belt.** Cowhide. 3/4-in. wide. Gold-color metal hook-buckle. Waist sizes S(24-27); M(28-31) inches.

T88 G 8161F-Burgundy

T88 G 8160F-Brown

T88 G 8162F-Black

State S, M. Shpg. wt. 3 oz. ... \$9.00

(J) **Lapel-pin Watch.** Gold-tone base metal case, mesh bow. Roman numerals. Safety closure.

MOVEMENT: 1-jewel; imported.

ORDERING INFO: Warranted by M. Z. Berger & Co. Write for free copy ... see page 744.

4 G 18641-Wt. 4 oz. ... \$22.95

(K) **Shoulder Bag.** Leather with a lizard look. Straps go thru lift-up top. Rayon lined. Import.

COLORS, ORDER INFO:

State color no. 700-Deep burgundy

402-Chocolate brown 800-Black

T88 G 1903H-Wt. 8 oz. ... \$25.00

(L) **Tights.** Rib-knit of Orion\* acrylic and stretch nylon. Seamless. Machine wash, warm; tumble dry. Sizes S(5 ft. to 5 ft. 3 in.; 95-110 lbs.); M(5 ft. 3 1/2 in. to 5 ft. 6 in.; 111-125 lbs.); L(over 5 ft. 6 in. to 5 ft. 9 in.; 126-140 lbs.)

75 G 37742F-Aubergine

75 G 37747F-Navy blue

75 G 37744F-Gray

75 G 37748F-Brown

75 G 37746F-Cinnamon

State S, M, L. Wt. 4 oz. ... \$5.97

\*Reg. DuPont T.M.

(M) **Oxford**

UPPERS: Soft, sueded split-leather. Moc-toe styling. Two eyelets.

SOLES, HEELS: Polyurethane unit bottom. 1 1/4-in. stacked-look heel.

SIZES, COLORS, ORDER INFO: Med. sizes: 5 1/2 B, 6 B, 6 1/2 B, 7 B, 7 1/2 B, 8 B, 8 1/2 B, 9 B, 9 1/2 B, 10 B.

State size.

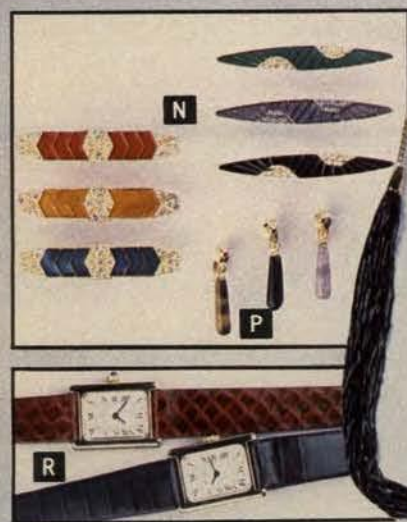
T54 G 38827F-Burgundy

T54 G 38427F-Mocha

T54 G 38727F-Terra Cotta

Shpg. wt. 1 lb. 5 oz. ... \$23.99





## ESSENTIALS



(N) **Bar Pins.** Enameled and gold-tone metal; rhinestones. *State color no.*

Oblong shape . . . 2½ in. long.  
500-Green 704-Violet 800-Black  
4 G 35284H—Wt. 1 oz. . . . . \$5.00

Rectangular Shape . . . 2¼ in. long.  
904-Deep red 601-Royal blue  
301-Mustard gold  
4 G 35283H—Wt. 1 oz. . . . . \$5.00

(P) **Pierced Earrings;** genuine stones. Gold-filled posts.

*State color no.* 005-Tiger eye (brown)  
800-Onyx (black) 008-Amethyst (purple)  
4 G 35272H—Shpg. wt. 1 oz. . . \$6.00

(R) **Tank Watch.** Gold-color base metal. Roman numerals. Vinyl strap.

MOVEMENT: 1-jewel; imported.  
COLORS, ORDER INFO: Shpg. wt. 3 oz.  
Warranted by M. Z. Berger & Co. Write for free copy, see page 744.

4 G 18643—Black strap . . . \$17.95  
4 G 18644—Burgundy strap . 17.95

(S) **Necklace.** 12 strand. Glass beads; gold-tone metal. 18 in. long.

COLORS, ORDER INFO: *State color no.*  
800-Black 003-Bronze-color 904-Red  
4 G 35264H—Wt. 2 oz. . . . . \$3.00

(T) **Simulated Pearl Jewelry.** Hand-knotted cord on necklace and bracelet.

Necklace . . . about 30 inches long.  
4 G 35265—Shpg. wt. 2 oz. . . . \$5.00

Bracelet . . . spring-ring closure.  
4 G 35268—Shpg. wt. 1 oz. . . . \$3.00

Pierced earrings; gold-filled posts.  
4 G 35267—Shpg. wt. 1 oz. . . . \$3.00

Clip-back earrings; gold-tone setting.  
4 G 35266—Shpg. wt. 1 oz. . . . \$3.00

(U) **Veiled Hat.** Black wool felt. Fits head sizes 21¼ to 22½ inches.

T88 G 9323—Wt. 10 oz. . . . . \$10.00

(V) **Fur Fling.** Natural red fox tails. Fur origin: Canada. About 72 inches long. Furrier clean only.

N17 G 8002—Wt. 14 oz. . . . . \$95.00

(W) **Bag.** Sueded leather; vinyl piping; snap-flap. About 9½x1½x7 in. high. Strap folds inside.

*State color no.* 406-Taupe 800-Black  
801-Slate gray 700-Deep burgundy  
T88 G 1939H—Wt. 15 oz. . . . \$20.00

(X) **Leather Gloves.** Capeskin, imported from various countries. Nylon lining. Sizes S(6½); M(7-7½); L(8).

T88 G 5240F—Black  
T88 G 5241F—Burgundy  
T88 G 5242F—Cocoa  
*State S, M, L.* Wt. 3 oz. . . . . \$25.00

(Y) **Patent Vinyl Belt.** 2 in. wide. Contrast piping, prong buckle.

Waist sizes S(24-27); M(28-31) in.  
T88 G 8448F—Black; red trim  
T88 G 8449F—Brown; tan trim  
T88 G 8450F—Burgundy; gray trim  
*State S or M.* Wt. 4 oz. . . . . \$8.00

(Z) **Leather Belt.** About 3 inches wide. Narrow ties go twice around waist. Fits waists to 34 inches.

*State color no.* 700-Deep burgundy  
406-Taupe 402-Brown 405-Camel tan  
T88 G 8036H—Wt. 3 oz. . . . . \$13.00

(AA) **Dotted Pantyhose.** Seamless. Sheer stretch nylon knit. Hand wash; line dry.

ORDERING INFO: *State P, A or T.*  
P, A, T sizes P(petite); A(average); T(tall). See P, A, T chart, page 175.

75 G 40722F—Chocolate brown  
75 G 40725F—Cadet blue  
75 G 40721F—Black  
75 G 40729F—Wine  
75 G 40726F—Currant red  
Wt. ea. 2 oz. . . Ea. \$3.47; 3 for \$10.35

(BB) **T-strap with piping trim.** Vinyl with the elegant look of suede. Contrast piping trim. Straps adjust for good fit.

SOLES AND HEELS: Composition sole with 3-inch stacked-look heel.

SIZES, COLORS, ORDER INFO: *Women's medium sizes:* 5½B, 6B, 6½B, 7B, 7½B, 8B, 8½B, 9B and 10B. *State size.*

N54 G 44248F—Brown, camel  
N54 G 45248F—Burgundy, gray  
N54 G 43248F—Black, red

Shipping weight 1 lb. 5 oz. . . . \$22.00





# NOW: THE NEW CLASSICS

## Blouse with 3-way Neckline Interest

**FABRIC:** Qiana® nylon woven in a luxurious, soft crepe texture.

**DETAILING:** Versatile 3-way neckline; wear the small rounded collar turned up mandarin style; or turned down, or unbutton to form a shawl collar. Button front. Imitation shell buttons. Shirring at front and back shoulder yoke. Long sleeves shirred into adjustable button-cuff. Square bottom. Pin not incl.

**CARE:** Machine wash, warm temperature; line dry or tumble dry.

**SIZES, COLORS AND ORDERING INFO:**

Misses' sizes 8, 10, 12, 14, 16, 18.

(Fit figures 5 ft. 3 in. to 5 ft. 6½ in.)

Tall Misses' sizes 12, 14, 16, 18, 20.

(Fit figures 5 ft. 7 in. to 5 ft. 11 in.)

Please state correct size above.

Color	Misses'	Tall Misses'
Cornflower blue	N7 G 64134F	N7 G 64145F
Light gray	N7 G 64137F	N7 G 64148F
Camel tan	N7 G 64136F	N7 G 64147F
White	N7 G 64135F	N7 G 64146F
Burgundy red	N7 G 64138F	N7 G 64149F
Shpg. wt.	6 oz.	7 oz.
Price	\$18.00	\$20.00

Women's sizes 38, 40, 42, 44, 46.

(Fit 5 ft. 4½ in. to 5 ft. 6½ in.)

N7 G 64139F-Cornflower blue

N7 G 64143F-Light gray

N7 G 64142F-Camel tan

N7 G 64141F-White

N7 G 64144F-Burgundy red

State size. Shpg. wt. 7 oz. ....\$20.00

WOMEN'SWEAR... our special  
apparel section in Women's and  
Half sizes is on pages 88 to 99

### The 14K Gold Bar Pin

Open heart at each end of the bar. Gold-tone metal pin-back with safety catch. Measures 2 inches long.

**ORDERING INFORMATION:**

T4 G 58018—Shpg. wt. 3 oz. ....\$25.00







### Man-tailored Pants

**FABRIC:** Smooth-textured stretch gabardine woven of polyester and wool.

**DETAILING:** Set-on waistband with five belt loops; back darts. Zipper fly-front and button closure; extended inner tab. Side pockets. Straight leg about 18 inches wide at hemline. Belt not included; sold below.

**CARE:** Machine wash, warm, delicate cycle. Line dry or tumble dry, low.

**SIZES, COLORS AND ORDERING INFO:**

Petite Misses' sizes 8, 10, 12, 14, 16.  
(Fit 5 ft. 2½ in. and under.) *State size.*

N7 G 62427F-Rust brown

N7 G 62428F-Burgundy red

N7 G 62431F-Beige

N7 G 62429F-Navy blue

Shipping weight 12 ounces .....\$19.00

Average Misses' sizes 8, 10, 12, 14, 16, 18.  
(Fit 5 ft. 3 in. to 5 ft. 6½ in.) *State size.*

N7 G 62432F-Rust brown

N7 G 62433F-Burgundy red

N7 G 62435F-Beige

N7 G 62434F-Navy blue

Shipping weight 13 ounces .....\$19.00

Tall Misses' sizes 10, 12, 14, 16, 18, 20.  
(Fit 5 ft. 7 in. to 5 ft. 11 in.) *State size.*

N7 G 62436F-Rust brown

N7 G 62437F-Burgundy red

N7 G 62439F-Beige

N7 G 62438F-Navy blue

Shipping weight 14 ounces .....\$20.00

**ORDER YOUR CORRECT SIZE**

see the Fitting Room on page 37

### The Accessories

Earrings are sold on page 18, shoes on pages 41 and 51, bracelets on page 24.

### The Belt

Belt of bonded leather fibers with a reptile-look. Gold-color metal buckle. ¾ in. wide.

**SIZES, COLORS AND ORDERING INFO:**

Waist sizes S(24-27); M(28-31) inches.

T88 G 8147F-Burgundy

T88 G 8146F-Brown

T88 G 8148F-Tan

T88 G 8149F-Black

State S or M. Shpg. wt. 3 oz. ....\$5.00



Both the Blouse and the Pants are SEARS BEST



# NOW: THE NEW CLASSICS

1

2

## The Shoe

UPPERS: Leather. Contrast scroll stitching on vamp. Tapered toe.

SOLES, HEELS: Composition leather-look sole. 2¼-in. cowboy stacked heel.

SIZES, COLORS, ORD INFO: *Women's medium sizes: 5½B, 6B, 6½B, 7B, 7½B, 8B, 8½B, 9B, 10B. State size.*

N54 G 44456F—Natural

N54 G 44756F—Medium brown

Shpg. wt. 1 lb. 8 oz. ....\$28.00







**(1 and 2)  
Designer-inspired  
Western-style Jeans  
say "Me" on the pocket**

**FABRIC:** 100% cotton denim or cotton and polyester corduroy . . . denim jean is pre-washed for softness.

**DETAILING:** Western-style . . . with split-back contour waistband for snug fit, back yoke. Zipper fly-front with button-closure; belt loops. Two back pockets; two front swing pockets and a watch pocket. Back-pocket label is personalized with the word "Me". Narrow 16-inch leg openings for a lean look. Extra-long 36-inch inseam . . . wear legs rolled up or cut off and hem to your liking. The belt is not included.

**CARE:** Machine wash, warm temperature; (wash navy blue and rust corduroy with similar colors); line dry or tumble dry.

**SIZES, COLORS AND ORDERING**

**INFORMATION:**

Jeans (1 and 2) are a special slim cut . . . expect a snug fit.

**Misses' sizes 6, 8, 10, 12, 14, 16.**

*Please state correct size.*

**(1) 14-ounce Denim . . . in navy blue only.**  
N7 G 63641F—Shpg. wt. 1 lb. 1 oz. . . . \$19.50

**(2) Midvale Corduroy**  
N7 G 63637F—Rust  
N7 G 63639F—Navy blue  
N7 G 63638F—Gray  
Shipping weight 1 lb. 1 oz. . . . \$21.50

**(3 and 4) Plush-textured  
Sweaters**

**FABRIC:** Knit in lush acrylic and polyester.

**CARE:** Machine wash at warm temperature; delicate cycle. Tumble dry, low or dry flat.

**(3) The Shawl-collar Sweater**

**DETAILING:** Pullover style has shawl collar, long sleeves. Rib-knit collar, wrists and wide waistband. Sweater can be worn out or tucked into jeans or pants.

**SIZES, COLORS AND ORDERING**

**INFORMATION:**

Sweater sizes 32, 34, 36, 38, 40, 42.

*Please state correct size.*

N7 G 9057F—Cream white  
N7 G 9054F—Chocolate brown  
N7 G 9056F—Nutmeg brown  
N7 G 9055F—Currant red  
Shipping weight 1 pound . . . . \$15.50

**(4) The Tweed-look Sweater**

**DETAILING:** Pullover style has long sleeves in an eye-catching variegated pattern. Rib-knit V-neckline, wrists and wide waistband. Can be worn out or tucked into jeans or pants.

**SIZES, COLORS AND ORDERING INFO:**

Sweater sizes 32, 34, 36, 38, 40, 42. *State size.*

N7 G 9051F—Rust, brown and nutmeg  
N7 G 9050F—Black, gray and green  
N7 G 9052F—Navy blue, cranberry red and cream white

Shipping weight 14 ounces . . . . \$15.50

**ORDER YOUR CORRECT SIZE**

. . . see the Fitting Room on page 37

**The Accessories**

Watch sold on page 36. belt on page 49.

*Just say "Charge It"  
if you wish  
. . . see page 721*



# NOW: THE NEW CLASSICS







### The Accessories

Shirts sold on page 34, earrings and bar pin on pg. 18. Watches sold on pgs. 24, 25 and 36. Belts sold on pgs. 24 and 27, ribbon tie on pg. 12, rust canvas bag on pg. 92, leather bag on pg. 24, beret on pg. 122.

## Modern Mix-matches

### (1) The Corduroy Blazer

**FABRIC:** Plush wide-wale corduroy of cotton and polyester.  
**DETAILING:** Notched collar; two-button front closing. Two patch pockets. Long sleeves; padded shoulders; closed-vent cuff with two-button trim. Back vent. Fully lined with acetate taffeta.  
**CARE:** Use professional dry cleaning.  
**SIZES, COLORS AND ORDERING INFORMATION:**  
 Misses' sizes 8, 10, 12, 14, 16, 18. *Please state correct size.*  
 N7 G 3175F—Rust brown N7 G 3176F—Camel tan  
 N7 G 3177F—Deep brown  
 Shipping weight 1 pound 3 ounces .....\$38.00

### (2) The Corduroy Pants

**FABRIC:** Plush wide-wale corduroy of cotton and polyester.  
**DETAILING:** Set-on waistband with five belt loops; zipper fly-front and button closing. Two trouser-pleats on each side of front; side slash pockets. Back darts for smooth fit. Straight legs about 19 in. wide at hem.  
**CARE:** Machine wash, warm; tumble dry or line dry.  
**SIZES, COLORS AND ORDERING INFORMATION:**  
 Measure waist as well as hips to determine size.  
 Petite Misses' sizes 6, 8, 10, 12, 14, 16. (Fit under 5 ft. 2½ in.)  
 Average Misses' sizes 6, 8, 10, 12, 14, 16, 18. (5 ft. 3 to 5 ft. 6½ in.)  
 Tall Misses' sizes 10, 12, 14, 16, 18, 20. (5 ft. 7 to 5 ft. 11 in.)  
*Please be sure to state correct size.*

Color	Petite	Average	Tall
Camel tan .....	N7 G 62044F	N7 G 62048F	N7 G 62053F
Dark brown .....	N7 G 62042F	N7 G 62046F	N7 G 62051F
Khaki green .....	N7 G 62045F	N7 G 62049F	N7 G 62054F
Rust brown .....	N7 G 62043F	N7 G 62047F	N7 G 62052F
Shpg. wt.	1 lb. 3 oz.	1 lb. 4 oz.	1 lb. 5 oz.
Price	\$20.00	\$20.00	\$21.00

### (3) The Tweed-look Skirt

**FABRIC:** Double-knit of polyester in brown, camel tan and rust.  
**DETAILING:** A-line style has set-on waistband, back zipper and button closing, four stitched-down front pleats. About 28 in. below waistband.  
**CARE:** Machine wash, warm temperature, line dry or tumble dry.  
**SIZES AND ORDERING INFORMATION:**  
 Misses' sizes 8, 10, 12, 14, 16, 18.  
 N7 G 4354F—*State correct size.* Shipping weight 10 ounces .....\$17.00

### (4) The Knit Vest

**FABRIC:** Cabled and rib-knit of soft, warm 100% acrylic yarn.  
**DETAILING:** Rib-knit shawl collar. Button-front closing. Patch pockets. Two cables trim each side of front; flat-knit back. Ribbing trims bottom and over-size armholes. Imported.  
**CARE:** Machine wash, warm, delicate cycle; tumble dry, low.  
**SIZES, COLORS AND ORDERING INFORMATION:**  
 Sweater sizes S(32-34); M(36-38); L(40). *State size letter S, M or L.*  
 N7 G 9007F—Cream color N7 G 9008F—Chestnut brown heather  
 N7 G 9008F—Smoke gray heather  
 Shipping weight 1 pound .....\$18.00

ORDER YOUR CORRECT SIZE ... see the Fitting Room on page 37

### (5) The Tights

Heather lace tights of polyester, stretch nylon and cotton. Plush elasticized waistband. Tube style with nude toe. Seamless.  
**CARE:** Hand wash; line dry.  
**SIZES, COLORS, ORDERING INFORMATION:**  
 Sizes S-M(5 feet to 5 feet 3 inches; 95-125 pounds);  
 L(5 feet 3½ inches to 5 feet 7 inches; 126-135 pounds).  
 75 G 37864—Tan 75 G 37868—Brown  
*State size letter S-M or L.* Shipping weight 4 oz. ....\$5.97

### (6) Leather-upper Slip-on Shoe

**UPPERS:** Leather upper has antique-brass-look metal trim on vamp; contrasting stitching accents.  
**SOLES AND HEELS:** Composition sole. Stacked-look heel measures 1½-inches high. Insole has cushioned heel.  
**SIZES, COLORS, ORDER INFO:** *Medium sizes:* 5B, 5½B, 6B, 6½B, 7B, 7½B, 8B, 8½B, 9B, 10B. *Please state size as listed.*  
 T54 G 38482F—Dark brown T54 G 38982F—Dark burgundy red  
 Shipping weight 1 pound 7 ounces .....\$23.99



## Sport-knits

### (1) Sweater-jacket

**FABRIC:** Bulky sweaterknit of acrylic... all-over cable pattern with rib-knit trim.

**DETAILING:** Front button closing. Flat collar converts to turtleneck with a two-button closure. Long sleeves with turn-back cuffs; handy front patch pockets. Rib-knit collar, cuffs, pocket-flaps and bottom. Imported.

**CARE:** Machine wash, warm temperature; tumble dry.

**SIZES, COLORS AND ORDERING INFO:**

Sweater sizes S(34); M(36-38); L(40).

Please state correct size letter S, M or L.

T7 G 9000F—True red

T7 G 9002F—Cream-color

T7 G 9001F—Black

Shipping weight 1 pound 10 ounces...\$19.50

### (2) Warm Pants

**FABRIC:** Double-knit of polyester and wool feels like all wool; it's been lightly brushed to have a soft, heathery texture.

**DETAILING:** Pull-on pants have a set-on waistband that's elasticized at back for a trim, neat fit. Two front side-slash pockets; top-stitching trim. Straight legs measure about 18 inches at hemline.

**CARE:** Machine wash, warm; line dry.

Petite Misses' sizes 6, 8, 10, 12, 14, 16.

(Fit 5 feet 2½ inches and under.)

T7 G 1725F—Slate gray

T7 G 1728F—Dark brown

T7 G 1729F—Black

T7 G 1726F—Navy

T7 G 1727F—Plum wine

State size. Shipping weight 12 oz....\$16.00

Average Misses' sizes 8, 10, 12, 14, 16, 18.

(Fit 5 feet 3 inches to 5 feet 6½ inches.)

T7 G 1790F—Slate gray

T7 G 1793F—Dark brown

T7 G 1794F—Black

T7 G 1791F—Navy

T7 G 1792F—Plum wine

State size. Shipping weight 13 oz....\$16.00

Tall Misses' sizes 10, 12, 14, 16, 18, 20, 22.

(Fit 5 feet 7 inches to 5 feet 11 inches.)

T7 G 1690F—Slate gray

T7 G 1687F—Dark brown

T7 G 1688F—Black

T7 G 1685F—Navy

T7 G 1692F—Plum wine

State size. Shipping weight 14 oz....\$17.00

ORDER YOUR CORRECT SIZE

... see the Fitting Room on page 37

### The Accessories

Ribbon-tie sold on page 12, watch on page 25,  
belt on page 27, shoes on page 51.

### (A) Cap and Gloves

**FABRIC AND CARE:** Rib-knit of acrylic. Machine wash, warm; tumble dry.

Cap has turn-back cuff. One size fits all.

T88 G 8777—Bright red

T88 G 8776—Cream

Shipping weight 3 ounces .....\$4.00

Gloves are about 9½ in. long. One size fits glove sizes 6½ to 8.

T88 G 8779—Bright red

T88 G 8778—Cream

Shipping weight 2 ounces .....\$3.50





# NOW: THE NEW CLASSICS



## Oxford Cloth Button-down Shirts

... stripes or solid-color, long or short sleeves

(3 thru 6) **FABRIC:** Oxford cloth of polyester and cotton in heathery, woven stripes or in solid colors.

**DETAILING:** Small, pointed button-down collar; front button-placket closing; pleated patch pocket. Double-fabric back yoke; back pleat. Topstitching trim. Shirrtail bottom. Long-sleeve style has adjustable two-button cuffs; short-sleeve style has stitched-down cuffs.

**CARE:** They're PERMA-SMOOTH® shirts ... machine washable, warm temperature; line dry or tumble dry. Need only touch-up ironing.

**SIZES, COLORS AND ORDERING INFORMATION:**

Average Misses' sizes 8, 10, 12, 14, 16, 18.

(Fit 5 feet 3 inches to 5 feet 6½ inches.) *State size.*

Tall Misses' sizes 12, 14, 16, 18, 20.

(Fit 5 feet 7 inches to 5 feet 11 inches.) *State size.*

Women's sizes 38, 40, 42, 44, 46.

(Fit 5 feet 4½ inches to 5 feet 6½ inches.) *State size.*

### (3 and 4) Woven-stripe Shirts

Colors	(3) Long-sleeve Style			(4) Short-sleeve Style
	Average Misses'	Tall Misses'	Women's	Average Misses'
True red and white	T7 G 3651F	T7 G 3761F	T7 G 3661F	T7 G 3860F
Medium blue and white	T7 G 3653F	T7 G 3763F	T7 G 3663F	T7 G 3862F
Dark brown and white	T7 G 3652F	T7 G 3762F	T7 G 3662F	T7 G 3861F
Shipping weight	8 oz.	8 oz.	8 oz.	7 oz.
Price	\$11.00	\$12.00	\$12.00	\$10.00

### (5 and 6) Solid-color Shirts

Colors	(5) Long-sleeve Style			(6) Short-sleeve Style
	Average Misses'	Tall Misses'	Women's	Average Misses'
True red	T7 G 3654F	T7 G 3764F	T7 G 3681F	T7 G 3852F
Dark brown	T7 G 3656F	T7 G 3766F	T7 G 3691F	T7 G 3854F
Medium Blue	T7 G 3657F	T7 G 3767F	T7 G 3692F	T7 G 3855F
White	T7 G 3655F	T7 G 3765F	T7 G 3690F	T7 G 3853F
Shipping weight	8 oz.	8 oz.	8 oz.	7 oz.
Price	\$10.00	\$11.00	\$11.00	\$9.00

The pants shown with these shirts are sold on the opposite page